

FIG. 1

210 Purchase/click

220 Result Set

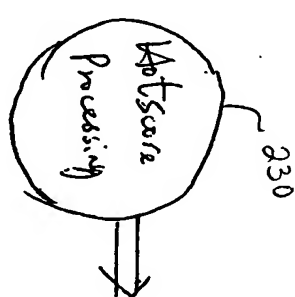
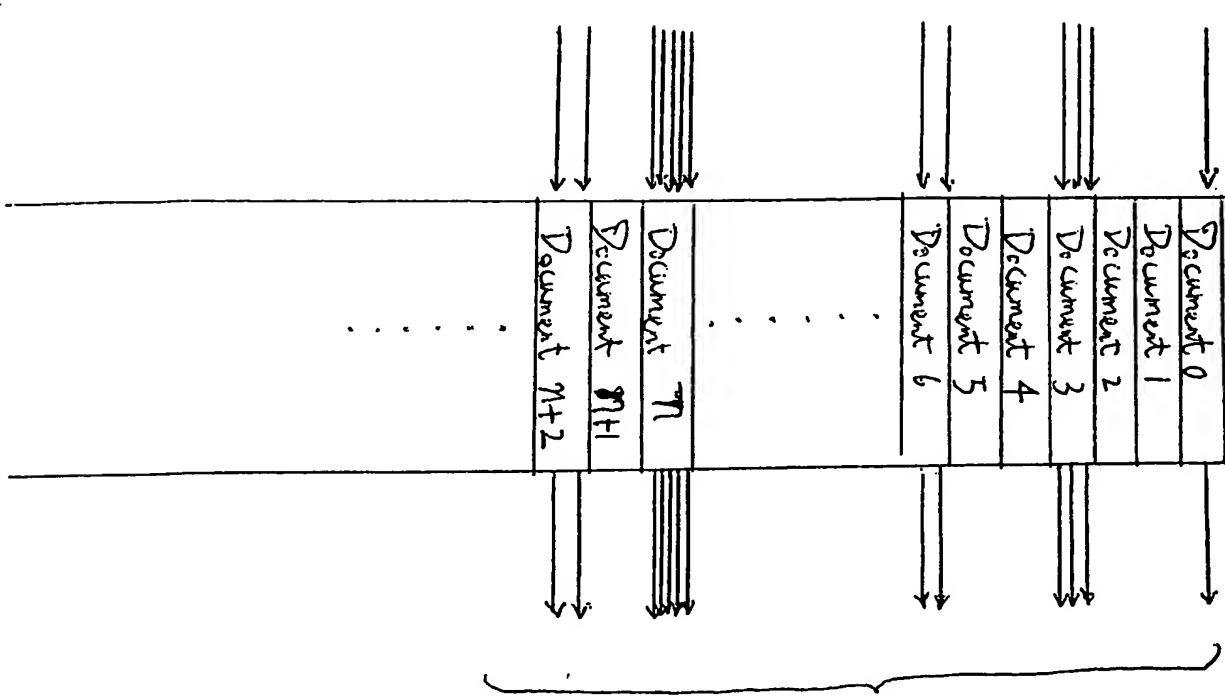
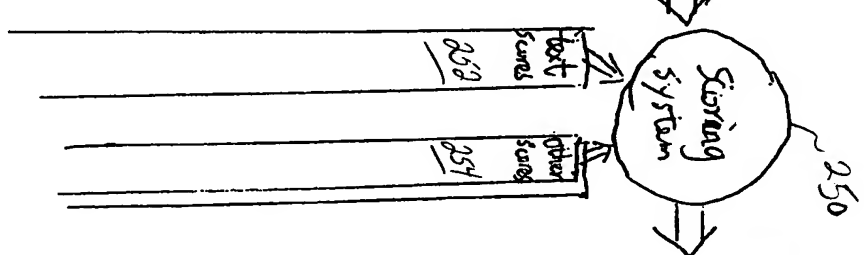
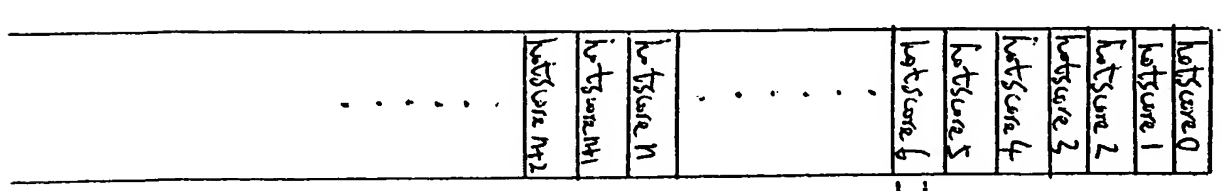


Figure 2. HotScore's Role in Scoring System
(Given one search term k)

240



260 Result Set

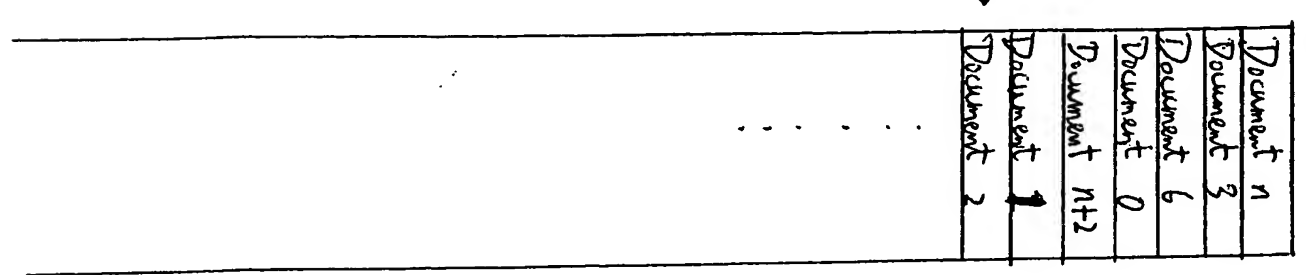


Figure 3. hotscore Generation

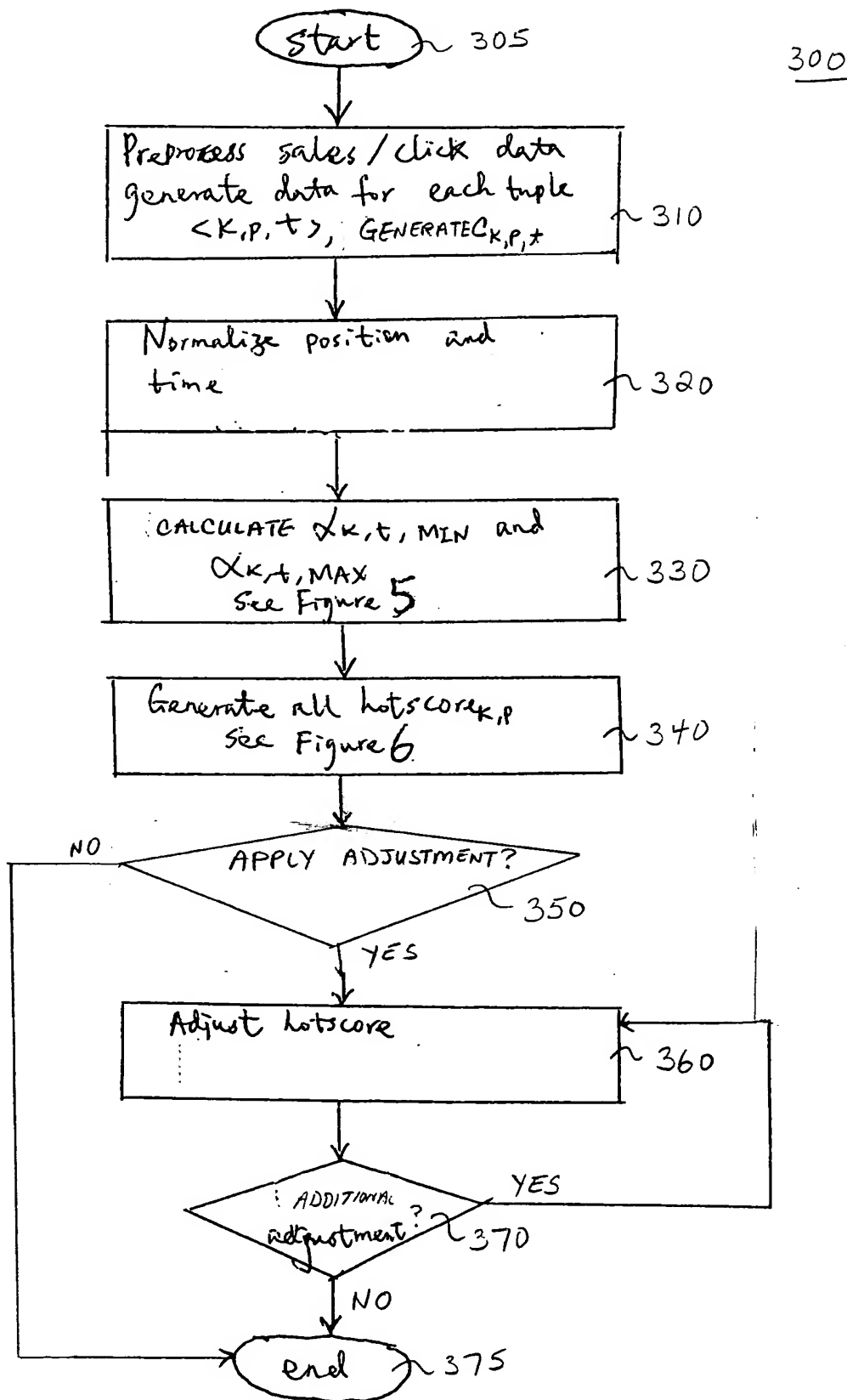


Figure 4 preprocessing

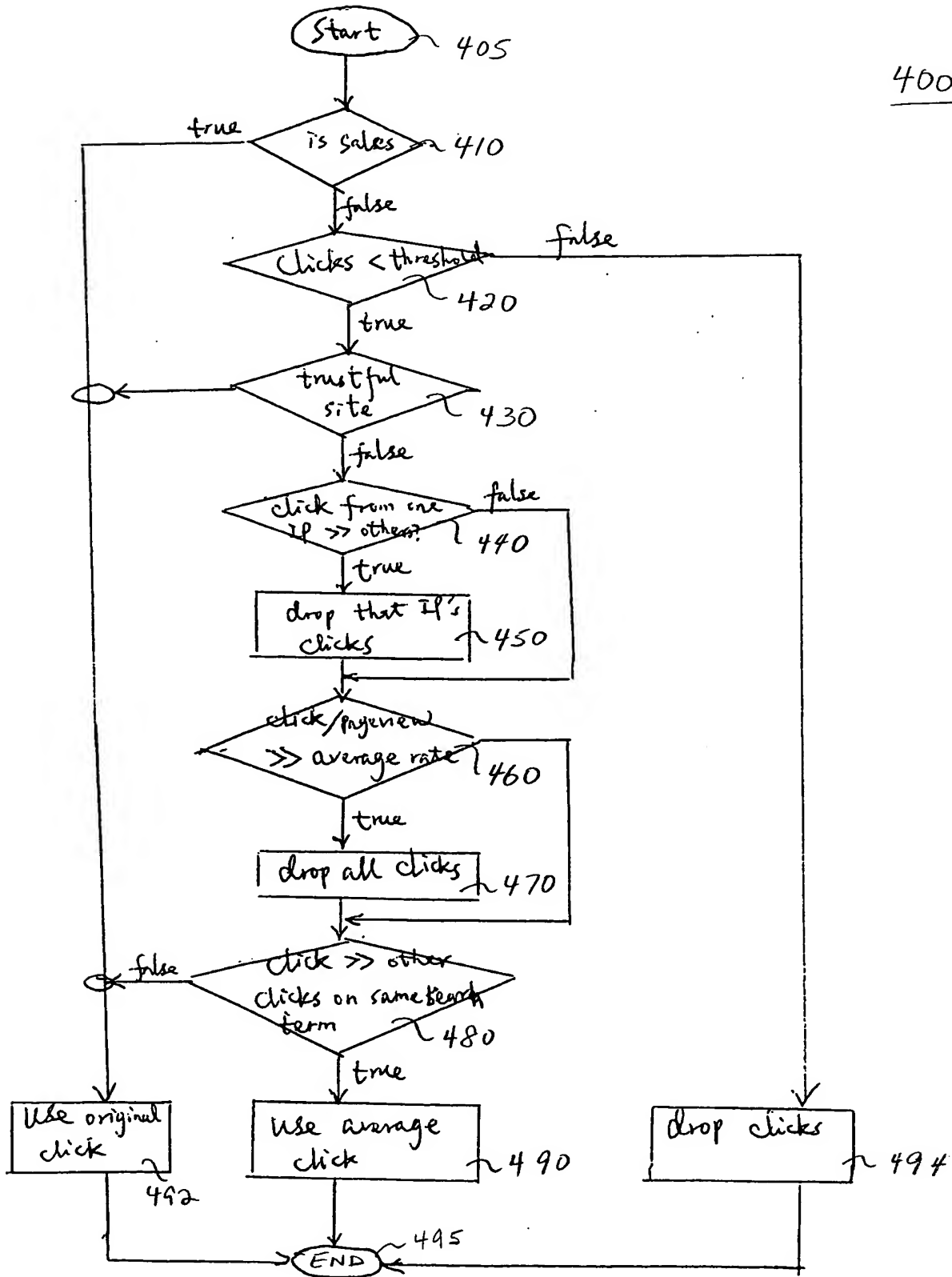


Figure 5. Summarize $X_{k,t,\text{MIN}}$ and $X_{k,t,\text{MAX}}$

500

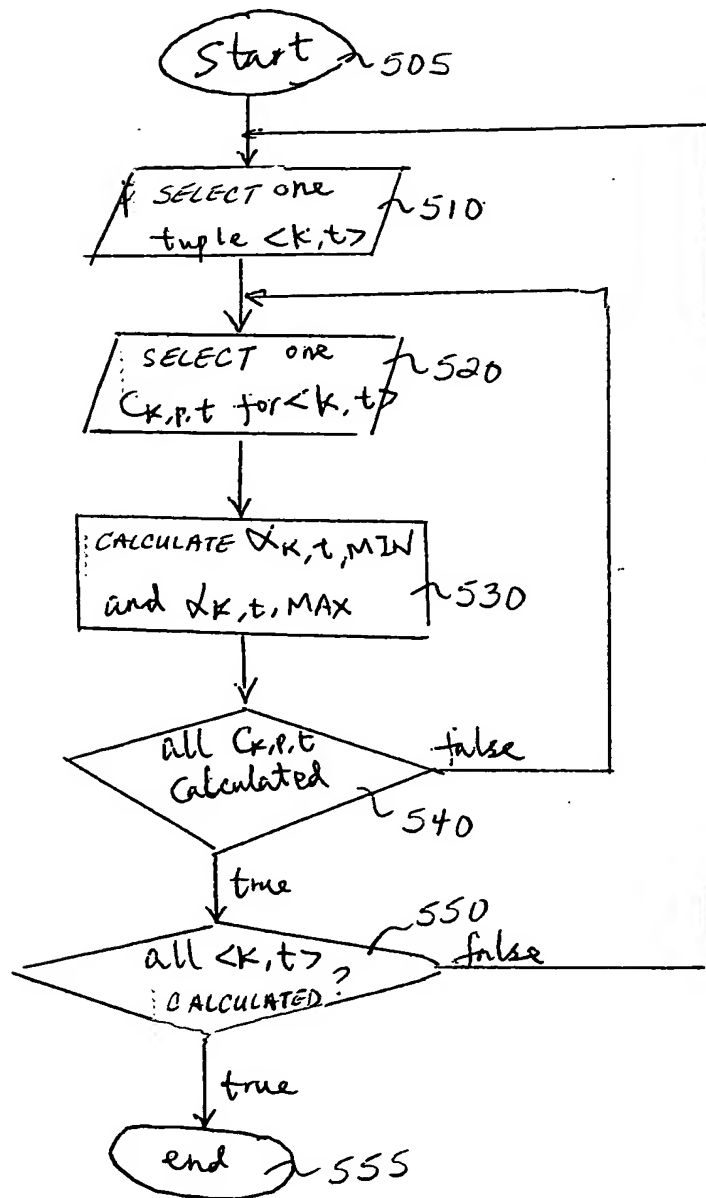


Figure 6 - hotscore's Generation

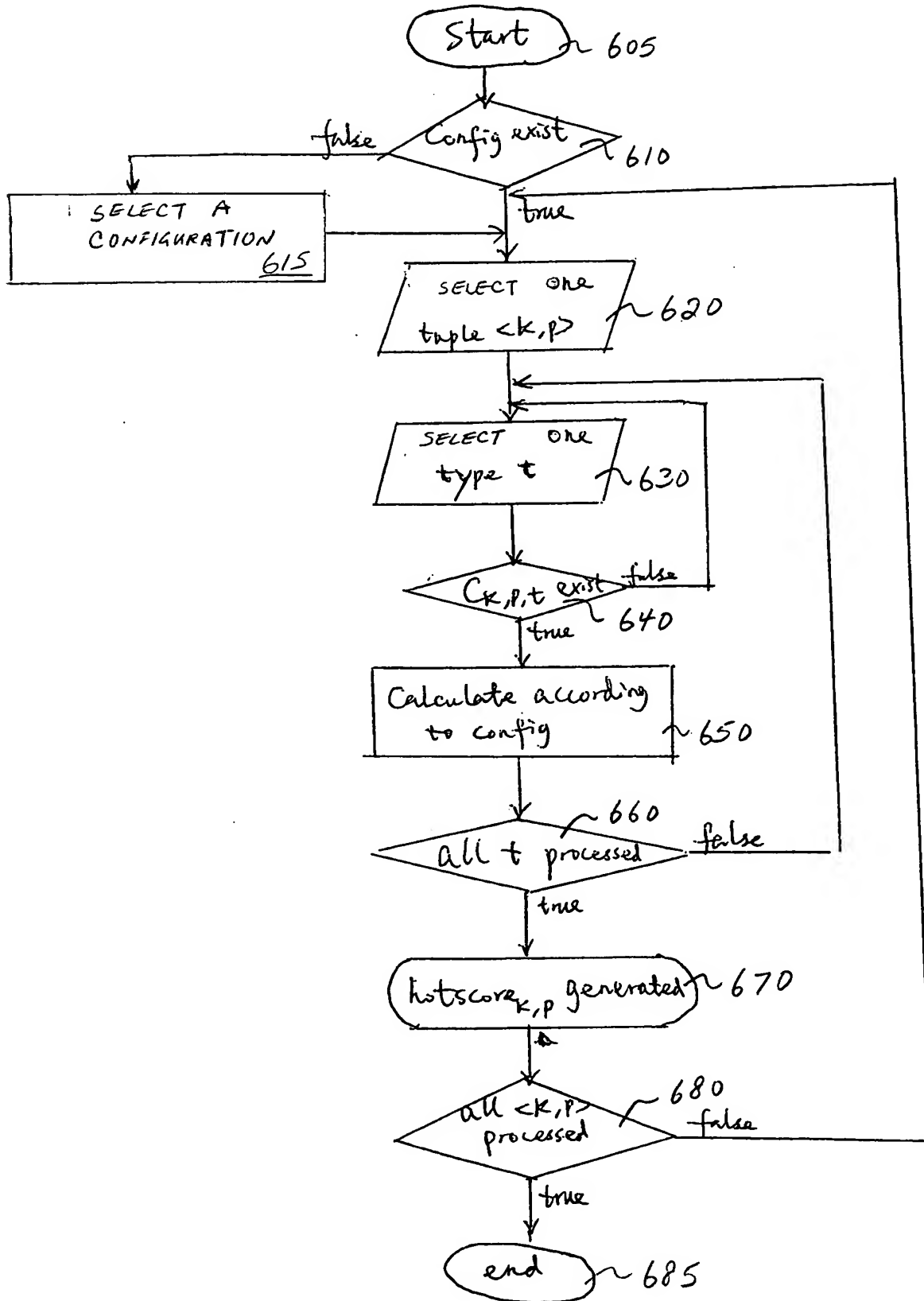


Figure 7. Hotscore Adjustment example 1:

Adjust based on Knowledge

700

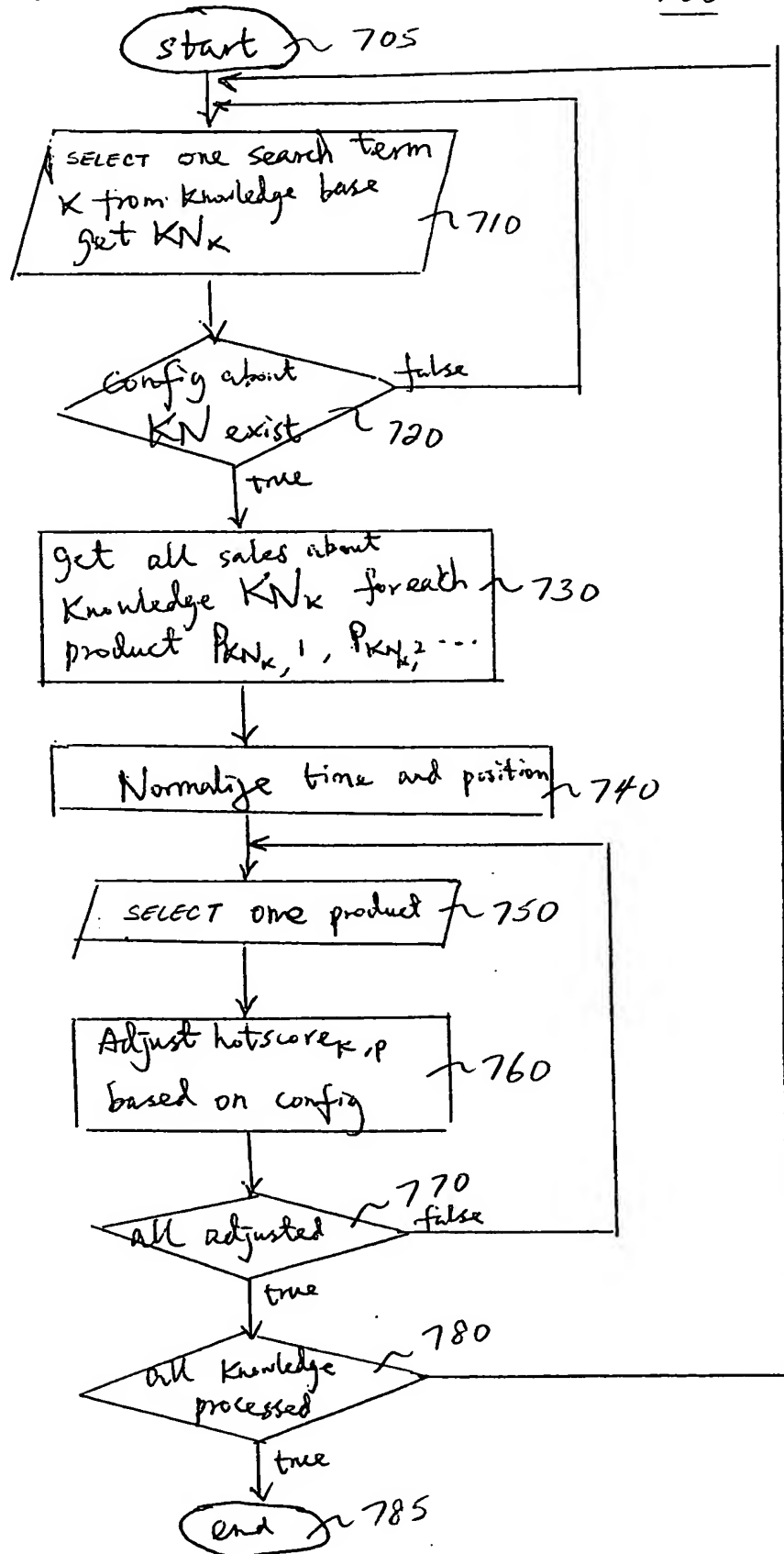


Figure 8. hotscore Adjustment example 2:
Adjust based on hotscore of related narrow searches

